CLAIMS

What is claimed is:

1.   A method comprising the steps of:

receiving rating information associated with a document from one or more evaluators;

receiving a signal relevant to a criteria; and

determining whether to deliver the document in response to the signal based on the

criteria and the rating information from the one or more evaluators.

2.   The method of claim 1, further comprising:

selecting a plurality of evaluators to rate the document; and

passing the document to the plurality of evaluators for rating.

3.   The method of claim 1, wherein the signal is a request received from an entity, the entity

is associated with a suitability standard, and the determining action comprises determining

whether the document satisfies the suitability standard.

4.   The method of claim 1, further comprising:

determining an aggregate rating based on the rating information, wherein the action of

determining whether to deliver the document is further based on the aggregate rating of the

document.

5.   The method of claim 3, further comprising:

determining an aggregate rating based on the rating information; and

selecting the electronic document based on the aggregate rating and the suitability

standard.

6.   The method of claim 3, further comprising:

storing the suitability standard in a database; and

processing the database to determine the suitability standard.

7. The method of claim 1, further comprising:

identifying at least one trust score, wherein each trust score is associated with a specific

one of a plurality of evaluators;

determining an aggregate rating based on the rating information and the at least one trust

score, wherein determining whether to deliver the document is further based on the aggregate

rating.

8. The method of claim 7, wherein at least one trust score is based on the geographical

location of the associated specific one of the plurality of evaluators.

9. The method of claim 7, wherein at least one trust score is based on one or more prior

content ratings received from the associated specific one of the plurality of evaluators.

10. The method of claim 7, wherein at least one trust score is based on an industry associated

with the associated specific one of the plurality of evaluators.

11. The method of claim 7, wherein at least one trust score is based on a rating deviation of

an evaluator, wherein the rating deviation is based on a comparison of (i) rating information for

one or more documents received from the evaluator and (ii) rating information for the one or

more documents received from one or more other evaluators.

12. The method of claim 7, wherein at least one trust score is based on a rating deviation of

an evaluator, wherein the rating deviation is based on a comparison of (i) rating information for

one or more documents received from the evaluator and (ii) aggregate ratings for the one or more

documents.

13. The method of claim 7, wherein the trust score of an evaluator is based on rating

information previously received from the evaluator for one or more documents.

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14.   The method of claim 7, further comprising:

determining one or more revised trust scores for one or more of the plurality of

evaluators; and

determining a revised aggregate rating based on the one or more revised trust scores.

15.   The method of claim 7, wherein at least one of the plurality of trust scores is based on at

least one of the geographical location of the associated evaluator and prior rating information

received from the evaluator.

16.   The method of claim 1, wherein the document is an advertisement.

17.   The method of claim 1, wherein the document comprises at least one of a web page,

content that can be used in a web page, and a program.

18.   The method of claim 1, further comprising the action of selecting a plurality of evaluators

to evaluate the document.

19.   The method of claim 18, wherein the plurality of evaluators are selected using a random

selection algorithm.

20.   The method of claim 1, wherein the criteria comprises a sensitivity score.

21.   The method of claim 1, further comprising

receiving new rating information for the document; and

processing the new rating information to determine a revised rating associated with the

document.

22.   The method of claim 1, wherein the aggregate rating comprises one or more subject

ratings, each associated with an evaluation criterion.

23.   The method of claim 22, wherein the evaluation criterion comprises at least one of sexual

content, violent content, adult content, and targeted age.

24.   The method of claim 1, wherein the aggregate rating comprises a quantity.

25.   The method of claim 1, wherein the aggregate rating comprises a mean of the rating

information.

26.   The method of claim 1, wherein the aggregate rating comprises a mode of the rating

information.

27.   The method of claim 1, wherein the aggregate rating comprises a median of the rating

information.

28.   The method of claim 1, wherein the request is received by at least one of a content

provider and a user.

29.   A computer-readable medium encoded with computer program code to rate an electronic

document, the program code effective to perform the following:

        receive rating information associated with a document from one or more evaluators;

        receive a signal relevant to a criteria; and

        determine whether to deliver the document in response to the signal based on the criteria

and the rating information from the one or more evaluators.

30.   A system comprising:

        rating receiving means for receiving rating information associated with a document from

one or more evaluators;

        signal receiving means for receiving a signal relevant to a criteria; and

        determination means for determining whether to deliver the document in response to the

signal based on the criteria and the rating information from the one or more evaluators.

31.   A system comprising:

a rating receiving device that receives rating information associated with a document

from one or more evaluators;

a signal receiving device that receives a signal relevant to a criteria; and

a determination device that determines whether to deliver the document in response to the

signal based on the criteria and the rating information from the one or more evaluators.

32.   A method comprising the steps of:

receiving rating information for an electronic document from a plurality of evaluators,

wherein at least one evaluator is associated with a trust score; and

determining an aggregate content rating for the electronic document by aggregating the

rating information from at least two of the plurality of evaluators, wherein the rating information

for at least one evaluator is considered in association with the trust score for that evaluator.

33.   A method comprising the steps of:

transmitting a signal to a server, the server interpreting the signal as being associated with

a criteria for a document and determining whether a document is to be delivered based in part on

rating information received from a plurality of evaluators for one or more documents and

whether the one or more documents relate to the criteria; and

receiving a document in response to the signal.

34.   A method comprising:

receiving one or more documents from a server system; and

providing rating information to the server system for use by the server system in

determining whether to deliver the one or more documents in response to requests for the one or

more documents based on the rating provided.

35.   A method comprising the steps of:

receiving content rating information associated with an advertisement from a plurality of evaluators, wherein at least one of the plurality of advertisers is a partner advertisement listings provider;

determining an aggregate rating for the advertisement based on the rating information;

receiving a request for electronic delivery of one or more advertisements that satisfy ad content criteria; and

determining whether to deliver the first advertisement in response to the request based on the ad content criteria and the aggregate rating.